

## **Fragrances in Ireland**

Market Direction | 2023-05-02 | 24 pages | Euromonitor

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### **Report description:**

Fragrances showed strong sales performance in 2022, with retail value and volume growth being double-digit in many areas - particularly for premium products. The recovery following COVID-19 boosted these high levels of growth, as consumers begin to socialise once more. In addition to the high demand, retail value sales were also boosted by premiumisation. Despite rising inflation, many were willing to pay a higher price for quality products, and premium fragrances recorded a much stronger perfor...

Euromonitor International's Fragrances in Ireland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Mass Fragrances, Premium Fragrances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Fragrances market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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